

# **How to Work a Job Fair**

## **What is the purpose of a job fair?**

- To establish contacts with employers and other job seekers
- Explore career fields and learn about full-time and part-time job opportunities
- Gather employer information
- Make a favorable impression with employer representatives and possibly set up a follow-up interview for positions that interest you

## **Employers go to job fairs to:**

- Increase awareness of their organization
- Provide career and organization information
- Collect resumes for future or anticipated openings
- Screen candidates for existing job vacancies
- Maximize their use of recruiting time and money by meeting with a high number of potential employees within a short period of time

## **How to prepare for a job fair:**

- If required, pre-register and pay any fees before the deadline
- Review information about the job fair process
- Research the employers that will be at the fair
- Make a plan- decide what employers match your employment needs
- Research the all the companies that look like a good match
- Develop a great resume (possibly more than one) and make multiple copies on resume paper
- Develop a list of questions to ask each employer
- Define your goals and brainstorm what you have to offer each employer
- Polish your interviewing skills
- Package yourself correctly- dress to impress in professional business attire

## **What to do at a job fair:**

- Plan on being at the job fair within enough time to meet with employers of interest. Do not wait until the last hour to come to the fair, even if you only plan on talking to a small amount of employers
- When you arrive at the job fair be sure to get an updated listing of employers
- Explore the layout of the job fair and make note of where your targeted employers are located
- Be sure to have your resume out and ready to hand to the employer as you approach them
- Be confident when approaching the employer- smile, offer a firm handshake, introduce yourself by name and offer them a resume
- Present your elevator speech relating your skills and abilities back to the companies culture and available job descriptions

- Show that you have knowledge of the organization by asking informed questions
- Supply clear and concise responses back to the recruiters questions- be prepared to cite specific examples of where and how you developed your skills and abilities
- Before leaving inquire about how you should follow-up with the recruiter, ask for a business card for future correspondence and thank the employer for their time

**How to follow up with employers after a job fair:**

- Assess your interactions with each employer and decide which positions interest you
- Provide any follow-up information that the employer requested- transcripts, references, application, cover letter, letter of recommendation
- Write a thank you note to the individual(s) that you spoke to affirming your interest in the position you are seeking- remember to be specific about when and where you met with the employer